

## Claims as filed

1. (original) A cleanser formulation comprising sulfur, a surfactant, and a lipophilic emulsifying agent, wherein the concentration of the emulsifying agent in the formulation is 7% w/w or higher.
2. (original) The cleanser formulation of claim 1 wherein the formulation has decreased malodor compared with a similar second cleanser formulation having the same concentration of sulfur and surfactant but having a concentration of the emulsifying agent less than 7% when the cleansers are applied to skin.
3. (original) The cleanser formulation of claim 1 wherein the lipophilic emulsifying agent is emulsifying wax.
4. (original) The cleanser formulation of claim 3 wherein the emulsifying wax is Emulsifying Wax N.F.
5. (original) The cleanser formulation of claim 1 wherein the concentration of emulsifying agent is between 8% and 20%.
6. (original) The cleanser formulation of claim 1 wherein the concentration of emulsifying agent is between 10% and 15%.

7. (original) The cleanser formulation of claim 1 wherein the concentration of emulsifying agent is about 15%.

8. (original) The cleanser formulation of claim 1 wherein the concentration of emulsifying agent is over 15%.

9. (original) The cleanser formulation of claim 1 wherein the surfactant is selected from the group consisting of nonionic, anionic, cationic, zwitterionic, amphoteric, and ampholytic surfactant.

10. (original) The cleanser formulation of claim 1 wherein the surfactant is an ionic surfactant or a combination of ionic and non-ionic surfactants.

11. (original) The cleanser formulation of claim 10 wherein the surfactant is one or more surfactants selected from the group consisting of sodium cocoyl isethionate, polypropylene glycol (PPG) -2-hydroxyethylcoco isostearamide, and a combination of disodium laureth sulfosuccinate and sodium lauryl sulfoacetate.

12. (original) The cleanser formulation of claim 1 wherein the concentration of surfactant in the formulation is about 5 to about 50%.

13. (original) The cleanser formulation of claim 12 wherein the concentration of surfactant in the formulation is 10 to 35%.

14. (original) The cleanser formulation of claim 13 wherein the concentration of surfactant in the formulation is 15 to 25%.

15. (original) The cleanser formulation of claim 1 wherein the sulfur is selected from the group consisting of elemental sulfur, a sulfite, a sulfide, a sulfate, a thiosulfate, and a mercaptan.

16. (original) The cleanser formulation of claim 1 wherein the concentration of sulfur in the formulation is between about 1% and about 25%.

17. (original) The cleanser formulation of claim 16 wherein the concentration of sulfur is between 2% and 20%.

18. (original) The cleanser formulation of claim 17 wherein the concentration of sulfur is between 3% and 10%.

19. (original) The cleanser formulation of claim 18 wherein the concentration of sulfur is about 5%.